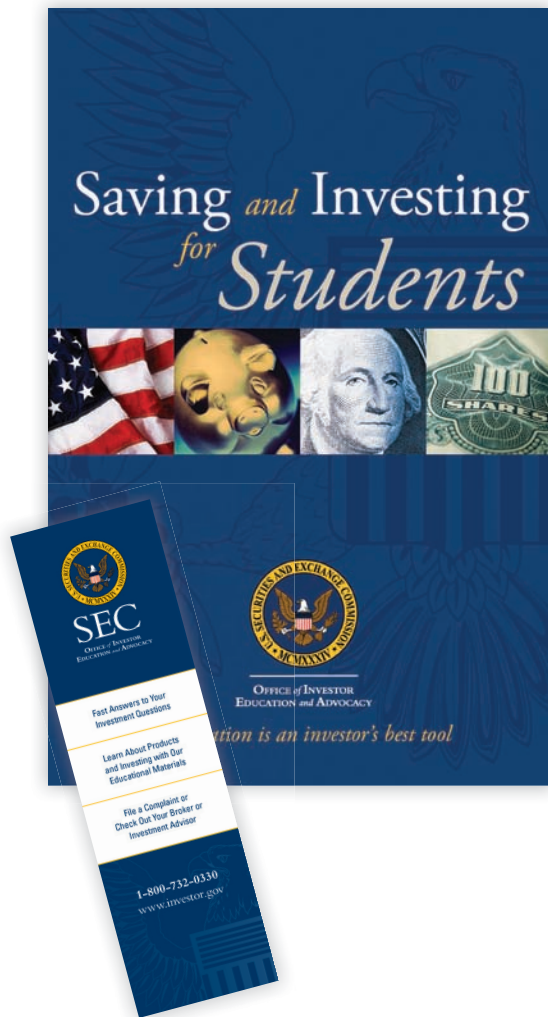




Branding



Client:

Security and Exchange Commission (SEC)

Project:

Office of Investor Education and Advocacy Identity/Branding

Objective:

Develop a unique yet user-friendly brand, utilizing various mediums, that educates consumers regarding mutual funds and variable annuities.

Solution:

Using bold color, GPO designers created a logo treatment as well as a series of brochures, reports, bookmarks and a pocket folder. A style guide was also devised to unify the brand and future marketing materials. Materials were designed in both English and Spanish languages, and were converted to ePub and mobi files to enable display on e-readers, tablets and cell phones.

The client has been very pleased with the work done by GPO and routinely returns for updates to materials.



For additional information contact us at:

GPO Sales and Marketing at **202.512.1904** and speak to a National Account Manager
View and download additional information at **www.gpo.gov/onsite**